

FOR: Members, Tobacco Institute and TIRC

Condensed from Public Sources  
by Hill and Knowlton, Inc.

TOBACCO NEWS SUMMARY  
Nos. 13-14  
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NEWSPAPERS

13. "Burney Disputed On Smoking Link." THE NEW YORK TIMES, February 28, 1960.  
Sub-head: "Mayo Clinic Scientist Says He Doubts Tobacco is Main Cancer Cause."

This special story from Chicago is on the letter to the editor by Dr. Joseph Berkson of the Mayo Clinic that appeared in the February 27 issue of the Journal of the American Medical Association. (See TNS No. 10)

"The conclusion of Surgeon General Leroy E. Burney that the weight of evidence implicates smoking as the 'principal' cause of the increased rate of lung cancer has been challenged by a Mayo Clinic scientist. He said more 'serious investigation' is needed."

The story then goes on to quote Dr. Berkson's letter at length. (A lengthy story on Dr. Berkson's letter, written by staff writer Pete Ellis, also appeared in the February 26 Winston-Salem (N.C.) Journal with this headline: Doctor Blasts Report Linking Smoking, Cancer)

14. "T & V to Help Offset Cigarette Ads." TOWN & VILLAGE, February 18, 1960  
(A New York City weekly)

"TOWN & VILLAGE agreed last week to make free space available to help the American Cancer Society conduct a 'campaign to counteract cigarette advertising.' Charles G. Hagedorn, editor and publisher of T & V, told Dr. Morton Levin, who first suggested the advertising campaign:

"Your suggestion to run an advertising campaign by the Society to warn about the hazards of cigarette smoking certainly would expose the public to the much-needed facts about smoking. Count on us for the fullest cooperation."

Dr. Levin, of Roswell Park Memorial Institute, Buffalo, N.Y., proposed the "counteracting" campaign at a recent meeting of volunteer leaders of the 1960 cancer crusade at Columbus, Ohio.

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